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from: [Select language](#)**ADT Secures Customer Loyalty with Introduction of Gold Points Rewards Program**

Canada NewsWire. Ottawa: Sep 9, 2002. pg. 1

Abstract (Summary)

The original Gold Points Rewards(SM) test program was launched by [Carlson Companies'](#) founder Curtis L. Carlson in 1996 as an electronic reincarnation of the Gold Bond Stamp Company, which started in 1938. The electronic consumer incentive program rewarded members for consistent loyalty and stimulated growth in sales for a network of well-known retail, service, and hospitality partners. Today, more than eight million Gold Points Rewards members can earn and redeem points at more than 2,000 Gold Points Partner locations including [Radisson Hotels & Resorts Worldwide\(R\)](#), [Radisson Seven Seas Cruises](#), [Thrifty Car Rental](#), [Carlson Wagonlit Travel](#), [OLCO Gas](#), and [ADT](#). For more information regarding Gold Points Rewards in Canada, please visit [GoldPointsCanada.com](#) or call 800 463 4909.

Initially, with this partnership, new customers and Gold Points Rewards members will have the opportunity to collect Gold Points through special promotions on new account activations as well as for referrals from all [ADT](#) corporate locations across Canada. As the program grows, [ADT](#) will build in additional loyalty rewards for existing customers. This is in addition to the thousands of other Canadian points sponsor locations including [Radisson Hotels & Resorts](#), [Carlson Wagonlit Travel](#), and [Thrifty Car Rental](#).

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Full Text (672 words)

(Copyright Canada Newswire)

TORONTO and VANCOUVER, Sept. 9 /CNW/ - [ADT Security Services](#) Canada, Inc. a division of [Tyco International Ltd.](#), today announced a partnership with Gold Points Rewards(SM) as their loyalty program of choice. The partnership would strengthen [ADT's](#) current relationship management initiatives, particularly focusing on new acquisitions and further developing their customer databases:

"Our customers entrust us with the safety of their families, their most valuable possessions and their homes," says Steve Millen, vice president of marketing. "We decided to partner with Gold Points Rewards because they share the same vision of building stronger

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relationships through defining and rewarding our best customers."

Initially, with this partnership, new customers and Gold Points Rewards members will have the opportunity to collect Gold Points through special promotions on new account activations as well as for referrals from all ADT corporate locations across Canada. As the program grows, ADT will build in additional loyalty rewards for existing customers. This is in addition to the thousands of other Canadian points sponsor locations including Radisson Hotels & Resorts, Carlson Wagonlit Travel, and Thrifty Car Rental.

"With the important strategic addition of ADT to the network, the Gold Points Rewards Program continues to solidify its position as one of Canada's loyalty marketing leaders," said Rick Morrison, vice president and general manager of Gold Points Rewards. "Now, we can offer our Gold Points members 'peace of mind' from the world's leading electronic security company."

The Gold Points Rewards program is comprised of an extensive partner network where members have the freedom to collect points that never expire. Members are able to redeem points for valuable rewards that include fuel, travel, meals, hotel stays, car rentals, entertainment and brand name merchandise. Partners reward their members each time they use their card at participating locations. The more the card is used, the more points are earned and the faster the point balance grows. By making a simple phone call or an online request, members decide how to redeem their points and enjoy the benefits of being a loyal Gold Points Rewards cardholder.

The muscle of the Gold Points Rewards program comes from its powerful Customer Relationship Management (CRM) tool. This offers partners the ability to achieve true one-to-one relationship marketing without the upfront costs typically incurred with such programs. Coupled with the fact that there is no need to invest in large bulks of points makes this a viable and turn key alternative to some of the more costlier and complicated loyalty programs.

Editor's note:

About ADT

Celebrating its 128th anniversary, ADT Security Services, Inc., a unit of Tyco Fire & Security, is the largest single provider of electronic security services to more than 7 1/2 million commercial, federal and residential customers throughout the world. ADT's total security solutions include intrusion, fire protection, closed circuit television, access control, critical condition monitoring, electronic article surveillance and integrated systems.

Tyco Fire & Security, one of the major business units of Tyco International Ltd., designs, manufactures, installs and services electronic security systems, fire protection, detection and suppression systems, sprinklers and fire extinguishers. Tyco Fire & Security includes more than 60 brands, which are represented in over 100 countries. Its products are used to safeguard firefighters, prevent and fight fires, deter thieves and protect people and property.

About Gold Points Rewards

The original Gold Points Rewards(SM) test program was launched by [Carlson Companies'](#) founder Curtis L. Carlson in 1996 as an electronic reincarnation of the Gold Bond Stamp Company, which started in 1938. The electronic consumer incentive program rewarded members for consistent loyalty and stimulated growth in sales for a network of well-known retail, service, and hospitality partners. Today, more than eight million Gold Points Rewards members can earn and redeem points at more than 2,000 Gold Points Partner locations including [Radisson Hotels & Resorts Worldwide\(R\)](#), Radisson Seven Seas Cruises, Thrifty Car Rental, [Carlson Wagonlit Travel](#), OLCO Gas, and [ADT](#). For more information regarding Gold Points Rewards in Canada, please visit GoldPointsCanada.com or call 800 463 4909.

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www.goldpointscanada.com/ ST: Ontario, British ColumbiaSU: PDT

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